



MEDIA RELEASE

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Tour Guides Australia Supports Next Generation of Tour Guides with New TAFE Student Offer

Tour Guides Australia, the national peak body representing professional tour guides, has launched a new initiative to address the critical shortage of tour guides by creating clearer career pathways for TAFE students studying Tourism and Tour Guiding.

From this year, any student completing a Tourism or Tour Guide certificate course at TAFE anywhere in Australia will receive a complimentary 12-month Affiliate Membership to Tour Guides Australia.

Career Benefits for Students

This membership provides valuable industry connections and opportunities, including:

- Direct access to tourism operators and employment opportunities
- Ongoing professional development and training
- Networking events and industry insights
- Behind-the-scenes tours of attractions and experiences

Connection with hundreds of professional tour guides nationwide

By linking their study directly to industry, the initiative supports students in transitioning to the workforce, helps TAFE institutions promote their courses, and encourages higher course completion rates.



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Building a Sustainable Workforce

“We are excited to introduce this initiative and support as many new entrants to the profession as possible,” said Greg Esnouf, President of Tour Guides Australia.

“Developing clear career pathways has been identified as essential to attracting, training, and retaining tour guides in Australia. Tour Guides Australia is committed to working with institutions and operators nationwide to build a sustainable workforce.”

Part of a Broader Push

This initiative follows a similar offer earlier this month for graduates of the Tassie Tour Guide Academy, and builds on Tour Guides Australia’s ongoing commitment to training and accreditation.

For the past two years, graduates of the organisation’s own nationally recognised microcredential — Tour Guiding Fundamentals — have also enjoyed complimentary membership. Many have gone on to gain valuable experience and achieve Professional Guide certification, the highest accreditation for tour guides in Australia.

In recent months, the Tour Guiding Fundamentals program has been delivered nationwide — from Arnhem Land to Hobart, and from the NSW South Coast to Brisbane and Cairns — through both public courses and private programs for tour operators, government agencies, and attractions.



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Upcoming Courses

- Melbourne: commencing October 27
- Sydney: commencing November 17

For more information about Tour Guides Australia and its Tour Guiding Fundamentals training, visit: www.tga.org.au/tour-guide-training.

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About Tour Guides Australia

Tour Guides Australia is the national peak body for professional tour guides, dedicated to setting and upholding the highest standards of guiding across the country. Established in 1985, the association has a proud history of supporting accreditation, training, and career development for guides at every stage of their journey.

As a member-led organisation, Tour Guides Australia provides advocacy, education, and professional support while actively contributing to THRIVE 2030, Australia's national strategy for the sustainable growth of the visitor economy. Their mission is to build a skilled, ethical, and resilient guiding workforce that strengthens Australia's tourism industry.

Tour Guides Australia plays a vital role in:

- Accrediting guides to nationally recognised professional standards
- Delivering training and microcredential programs to meet industry demand
- Promoting best practices and eliminating unethical guiding practices
- Advocating for guides in tourism policy and workforce planning
- Building strong partnerships across the tourism sector

Through this work, Tour Guides Australia fosters long-term connections among guides, businesses, and stakeholders, helping to grow a thriving and professional tourism industry.

Media Contact:

Greg Esnouf
President, Tour Guides Australia
president@tga.org.au
0418 544 395

For more information, visit www.tga.org.au